



Southern California Association of Governments



Maximizing Mobility Options in Los Angeles: First Mile and Last Mile Strategies

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Nelson|Nygaard
consulting associates



In association with: CALSTART • Alta Planning + Design • IntraGo

Maximizing Mobility Options

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Purpose of the Study

Maximizing Mobility Options – a toolkit of strategies that will increase transit ridership through non-traditional programs and services that will be convenient, flexible, viable, and sustainable.

Implementation of the strategies recommended in this study will:

- Give people more transportation options to get out of their cars
- Provide an incentive for households to forgo a second (or third) car
- Help the City and LA Region achieve SB 375 standards, both in terms of emissions and VMT reduction.





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Fighting Climate Change through Transportation Planning

- Assembly Bill 32 (“The Global Warming Solutions Act of 2006”) requires that by the year 2020, each state will reduce greenhouse gas emissions by 25% under business-as-usual estimates.
- Senate Bill 375 builds on AB 32 by curbing sprawl and compelling local planning agencies to make planning choices that reduce Vehicle Miles Traveled (VMT).



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Overview of Study Process


- **Matrix of Existing Transit Alternatives** - baseline of existing alternative transportation services.
- **Initial 13 strategies** – identified comprehensive menu of strategies to link first mile/last mile of transit when the distance or geography inhibits walking or other traditional means of access.
- **Preliminary Evaluation Process** - Technical Advisory Committee (TAC) and consultant team prioritized and ranked the strategies to focus on those that have *not* been previously studied and researched.

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Overview of Study Process

Evaluation Criteria:


- Capital and operating costs
- Ease of Implementation
- Addresses first mile/last mile gap
- Potential for attracting "choice" riders
- Market potential in LA
- Already operational in LA (does *not* need jump-start to expand)
- Innovative/new strategy
- Potential for public/private partnership
- Couldn't happen on it's own/needs a champion

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Overview of Study Process

- **Final 6 strategies** - developed a consensus list of strategies that were evaluated in greater detail:
 - Casual Carpool
 - Taxis
 - Car-sharing
 - Short-term Car Rental
 - Folding Bikes on Transit
 - Bicycle Sharing Program



Casual Carpooling

Casual carpooling - ridesharing is not established in advance but coordinated “on the spot.”

Benefits

- Maximizes travel flexibility and requires minimal advance planning
- Accommodates occasional and unscheduled trips
- Eliminates barriers to traditional carpooling.

Expansion Potential in Los Angeles

- Pick-up or drop-off locations can be located near transit and high density locations
- Los Angeles has an extensive network of HOV lanes, which provides the travel time savings incentive to encourage casual carpooling
- This strategy will be leveraged for HOT lanes and pending congestion pricing trial which provides a financial incentive for casual carpool



Taxis

Taxis - provide on-demand door-to-door travel and are best for short-distance trips.

Benefits

- Convenience and door-to-door flexibility
- No advance reservation (hail-a-taxi)
- Enhances access to and from transit stations
- Provides a service to those who may have no other form of transportation.

Expansion Potential in Los Angeles

- Expansion of downtown Hail-a-Taxi pilot program
- Integrated transit-taxi fare payment, potentially using LA Metro TAP “smart card” technology
- Development of a “taxi pool” system to allow passengers with similar origins/destinations to “share the fare”





Car-sharing

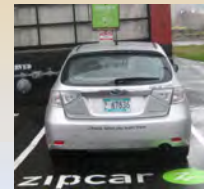
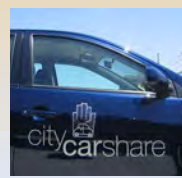
Car-sharing - allows on-demand access to a shared fleet of vehicles on an as-needed basis.

Benefits

- Reduces the need for businesses or households to own their own vehicles
- Reduces personal transportation costs and VMT
- 11%-26% of car-sharing participants sold a personal vehicle

Expansion Potential in Los Angeles

- Continue/expand existing ZipCar pilot program
- Expand number of car-share locations
- Require/incentivize subsidized memberships for employees and residents
- Convert all or part of City fleet to car-sharing



Short-term Car Rental

Short-term rentals - similar to car-sharing; cars are rented by the hour through car-rental companies

Benefits

- Same as car-sharing

Expansion Potential in Los Angeles

- Downtown Los Angeles could be a key initial target
- Partner with major firms downtown or with owners of large buildings
- Offer incentives and require large employers to subsidize employee hourly rentals
- Lead implementers: major car rental companies
- Supporting implementers: city government, private companies, and transit agencies





Folding Bikes on Transit

Bikes on Transit – combination of bicycling and transit can provide a high level of mobility.

Benefits

- Bridges the first/last mile gap
- Attracts new users to transit
- Extends the service area of transit stations
- Eliminates transfers between transit lines
- Reduces VMT

Expansion Potential in Los Angeles

- Currently allowed on Metro Rail, Metro Buses and LADOT buses (Commuter Express and DASH)
- Can be implemented without requiring additional space, infrastructure, or policy change.
- LA Metro is currently undertaking a study of subsidized folding bike program to enhance transit ridership



Bicycle Sharing Programs

Bike sharing – gives people access to a shared fleet of bicycles on an as-needed basis and is especially convenient for short trips

Benefits

- Improves mobility options
- Increases cycling and health benefits
- Reduces drive-alone trips/VMT.

Expansion Potential in Los Angeles

- Year-round bicycling friendly climate, public-private partnership, potential for TAP/smart card integration
- May need to modify existing codes or policies to allow for bicycle sharing pods to be located on City property
- Added benefit would be from continuous bike network





Phased Implementation plan

Marketing Opportunities

- Traditional methods (e.g. paid advertising)
- Non-traditional methods (social networking sites)
- Employer based versus non-employer based
- Personalized/targeted marketing campaigns

Funding Opportunities

- Start-up / demonstration funds
- Capital funding vs. on-going operations
- Cost sharing strategies (e.g. private-public partnerships)
- Opportunities for longer-term self-support/ sustainability

Implementation Considerations

- Short-term vs. longer-term implementation
- Potential lead agencies/champions
- Regulatory requirements /changes
- Combining strategies to get “bigger bang for the buck”



Next Steps

- Incorporate feedback heard today
- Issue Finalize report
- Pursue early action implementation items
- *Questions and discussion?*

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Thank you

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